

"Personna blades have to shave better than Gillette's. Not just as good. Better."

If somebody mentions razor blades, what company do you think of first? Gillette, naturally. They've always made great blades.

But, Personna wants you to think of Personna. Naturally.

That's why at Personna today, we're working on a simple directive from the Chairman of the Board: "Personna blades have to shave better than Gillette's. Not just as good. Better."

That's why we developed Electro-Coating. This new process creates a flawless fusion between blade and coating. The most comfortable shaving surface ever perfected.

And that's why we're so super-fussy about quality control. Every day at our factory we have a special panel of

men shave-test samples of all the blades we make. To see how they hold up shave after shave against the Gillette Spoiler.

If, based on our own tests, our samples don't outshave the Spoiler, we'll reject a whole production batch.

It costs us a lot of money to make blades this way. And it takes more time.

But we know we've got to make the best blade to get you to shave with Personna.

And that's just what we're doing.



The Electro-Coated Personna.

